

IN THE CLAIMS:

- 1 1. (Original) A display unit, comprising a transparent mounting plate, a plurality of
2 business card holders, and a graphic, wherein horizontally adjacent business card
3 holders are spaced from each other with sufficient spacing so that said graphic
4 can be seen in said spacing, and wherein each said business card holder is
5 capable of holding a stack of business cards.
- 1 2. (Original) A display unit as recited in claim 1, wherein horizontally adjacent
2 business card holders are spaced from ½ inch to 2 inches apart.
- 1 3. (Original) A display unit as recited in claim 1, wherein vertically adjacent
2 business card holders are spaced so the top of a business card in a card holder is
3 from ¾ inch to 1½ inches from the bottom of the next higher business card
4 holder.
- 1 4. (Original) A display unit as recited in claim 1, wherein each said business card
2 holder is bonded to said mounting plate.
- 1 5. (Original) A display unit as recited in claim 1, wherein each said business card
2 holder is adhesively attached to said mounting plate.
- 1 6. (Original) A display unit as recited in claim 1, wherein said mounting plate and
2 said business card holders are a unitary structure.
- 1 7. (Original) A display unit as recited in claim 1, further comprising a structure for
2 mounting said mounting plate on a wall.

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1 8. (Original) A display unit as recited in claim 1, further comprising a stand for
2 holding said mounting plate.

3 9. (Currently amended) A method of advertising, comprising the steps of

4 a) providing a display unit having a plurality of card holders in a
5 publically accessible location;

6 b) placing stacks of business cards in said card holders wherein each
7 said stack is accessible to members of the public and wherein
8 members of the public can add their own business cards to an
9 empty card holder;

10 c) collecting a business card or information from a business card left
11 in said card holder by said potential client; and

12 d) contacting said potential client based on said information in said
13 business card; and

14 e) obtaining agreement from said potential client to pay for
15 maintaining business cards of said potential client in said display
16 unit to establish said potential client as a new client.

1 10. (Currently amended) A method as recited in claim 9, wherein said step (b)
2 further comprises the step of inviting members of the public to add their own
3 business cards to an empty card holder.

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- 1 11. (Currently amended) A method as recited in claim ~~8~~ 9, wherein said step (b)
2 further comprises the step of notifying members of the public that they will be
3 contacted if they add their own business cards to an empty card holder.
- 1 12. (Currently amended) A method as recited in claim ~~8~~ 9, further comprising the
2 step of refilling a card holder with cards of a client paying to advertise in said
3 display unit.
- 1 13. (Currently amended) A method as recited in claim ~~8~~ 9, wherein said display unit
2 comprises a mounting plate and card holders.
- 1 14. (Currently amended) A method as recited in claim ~~12~~ 13, wherein said display
2 unit comprises a structure for supporting said mounting plate.

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- 1 15. (Currently amended) A method of advertising, comprising the steps of
- 2 a) providing a display unit having a plurality of card holders in a
- 3 public place, wherein a potential client can deposit a stack of
- 4 business cards in one of said card holders;
- 5 b) collecting a business card or information from a business card left
- 6 in said card holder by said potential client; and
- 7 c) contacting said potential client based on said information in said
- 8 business card; and
- 9 d) obtaining agreement from said potential client to pay for
- 10 maintaining business cards of said potential client in said display
- 11 unit to establish said potential client as a new client.

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1 16. (Currently amended) A method of advertising and generating advertising
2 business, comprising the steps of:

3 a) providing a display unit for displaying a plurality of display
4 objects;

5 b) collecting lead information voluntarily left by potential client in
6 said display unit, wherein said information is provided in said
7 display unit for advertising by said potential client;

8 c) contacting said potential client based on information left in said
9 display unit by said potential client; and

10 d) obtaining agreement from said potential client to pay for
11 maintaining business cards of said potential client in said display
12 unit to establish said potential client as a new client.

1 17. (new) A method as recited in claim 16, further comprising checking said display
2 unit and adding cards of said new client to said display unit as needed.

1 18. (new) A method as recited in claim 9, further comprising checking said display
2 unit and adding cards of said new client to said display unit as needed.

1 19. (new) A method as recited in claim 15, further comprising checking said display
2 unit and adding cards of said new client to said display unit as needed.

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